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RJR VERSUS INDUSTRY REPORT - JUNE 1996
VOLUME: 12M CASE EQUIVALENTS

3 MONTHS ENDING JUNE

	RJR			INDUSTRY VOLUME			RJR SHARE OF MARKET		
	1995	1996	% CHG	1995	1996	% CHG	1995	1996	DIFF.
JERSEY CITY,NJ	5,900	5,613	-4.86	45,703	48,516	6.15	12.91	11.57	-1.34
YONKERS, NY	3,360	3,276	-2.50	21,616	20,925	-3.20	15.54	15.66	0.12
NASSAU,NY	16,377	13,665	-16.56	120,119	107,651	-10.38	13.63	12.69	-0.94
MANHATTAN,NY	1,419	1,435	1.13	9,117	9,198	0.89	15.57	15.61	0.04
BROOKLYN,NY	5,246	4,112	-21.62	45,318	38,252	-15.59	11.58	10.75	-0.83
NORTH JERSEY,NJ	8,782	7,352	-16.28	60,404	58,725	-2.78	14.54	12.52	-2.02
QUEENS,NY	11,605	6,434	-44.56	88,443	53,905	-39.05	13.12	11.94	-1.18
NY METRO REG	52,689	41,888	-20.50	390,720	337,171	-13.71	13.49	12.42	-1.07

JUNE YEAR-TO-DATE

	RJR			INDUSTRY VOLUME			RJR SHARE OF MARKET		
	1995	1996	% CHG	1995	1996	% CHG	1995	1996	DIFF.
JERSEY CITY,NJ	11,237	10,972	-2.36	87,017	93,345	7.27	12.91	11.75	-1.16
YONKERS, NY	9,604	6,195	-35.50	61,235	40,422	-33.99	15.68	15.33	-0.35
NASSAU,NY	29,104	26,301	-9.63	218,948	215,701	-1.48	13.29	12.19	-1.10
MANHATTAN,NY	3,133	2,628	-16.12	18,364	17,408	-5.21	17.06	15.10	-1.96
BROOKLYN,NY	10,386	8,002	-22.95	88,722	74,431	-16.11	11.71	10.75	-0.96
NORTH JERSEY,NJ	16,178	14,086	-12.93	111,734	109,574	-1.93	14.48	12.86	-1.62
QUEENS,NY	21,934	13,244	-39.62	161,732	107,142	-33.75	13.56	12.36	-1.20
NY METRO REG	101,577	81,428	-19.84	747,751	658,023	-12.00	13.58	12.37	-1.21

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VOLUME: 12M CASE EQUIVALENTS

3 MONTHS ENDING JUNE

	RJR			INDUSTRY VOLUME			RJR SHARE OF MARKET		
	1995	1996	% CHG	1995	1996	% CHG	1995	1996	DIFF.
BOSTON REG	74,039	67,798	-8.43	374,982	361,901	-3.49	19.74	18.73	-1.01
NY METRO REG	52,689	41,888	-20.50	390,720	337,171	-13.71	13.49	12.42	-1.07
PHIL REG	61,079	58,728	-3.85	319,304	324,883	1.75	19.13	18.08	-1.05
BUFFALO REG	134,806	123,490	-8.39	581,139	579,100	-0.35	23.20	21.32	-1.88
PITTS REG	143,341	134,648	-6.06	514,380	496,980	-3.38	27.87	27.09	-0.78
CINCIN REG	189,873	205,206	8.08	669,653	731,801	9.28	28.35	28.04	-0.31
NORTHEAST	655,826	631,758	-3.67	2,850,178	2,831,836	-0.64	23.01	22.31	-0.70

JUNE YEAR-TO-DATE

	RJR			INDUSTRY VOLUME			RJR SHARE OF MARKET		
	1995	1996	% CHG	1995	1996	% CHG	1995	1996	DIFF.
BOSTON REG	135,020	126,748	-6.13	684,454	688,833	0.64	19.73	18.40	-1.33
NY METRO REG	101,577	81,428	-19.84	747,751	658,023	-12.00	13.58	12.37	-1.21
PHIL REG	112,323	113,321	0.89	595,953	627,858	5.35	18.85	18.05	-0.80
BUFFALO REG	246,219	234,598	-4.72	1,073,180	1,079,507	0.59	22.94	21.73	-1.21
PITTS REG	270,108	264,078	-2.23	981,167	970,222	-1.12	27.53	27.22	-0.31
CINCIN REG	340,856	376,096	10.34	1,202,707	1,357,701	12.89	28.34	27.70	-0.64
NORTHEAST	1,206,103	1,196,268	-0.82	5,285,211	5,382,144	1.83	22.82	22.23	-0.59

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